



One environment. One simple way to care for it.



EarthShare North Carolina (ESNC)

Who We Are:

A coalition of 70+ environmental non-profit organizations, 31 based in North Carolina

What We Do:

Connect employees in NC with the work of environmental non-profits through workplace giving and engagement programs.

Impact:

Employees who are informed about and have an opportunity to take part in work to protect public health, clean air, safe drinking water, sustainable sources of agriculture and energy, and preservation of our natural heritage.





ESNC Workplace Giving Campaigns

- Expand employees' philanthropic choices
- Introduce employees to non-profit organizations
- Provide an easy way to support the environment by giving through payroll deduction
- With one gift employees can help protect our health, our children and our quality of life
- Raise vital funding for a wide range of worthy charities --\$7.5 million in pledges

EarthShare North Carolina

Local and Statewide Members

Blue Ridge Parkway Foundation
Carnivore Preservation Trust
Clean Air Carolinas
Carolina Mountain Land Conservancy
Carolina Raptor Center
Conservation Council of North Carolina
Foundation
Conservation Trust for North Carolina
Eno River Association
Friends of Mountains -To-Sea Trail
Neuse Riverkeeper Foundation
North Carolina Big Sweep
North Carolina Coastal Land Trust
North Carolina Coastal Federation
North Carolina Conservation Network
North Carolina Environmental Defense

North Carolina Rail-Trails
North Carolina Sustainable Energy
Association
North Carolina Wildlife Federation
Pamlico-Tar River Foundation
Piedmont Land Conservancy
Southern Alliance for Clean Energy
SEEDS
Southern Environmental Law Center
Tar River Land Conservancy
Toxic Free North Carolina
Triangle Land Conservancy
Trout Unlimited, North Carolina
Trust for Public Land, Carolinas
Western North Carolina Alliance



Combined Workplace Giving Campaigns

The City of Asheville currently only offers employees a United Way campaign

The following NC local governments offer a combined campaign where multiple issues are included side by side:

- City of Durham
- City of Greensboro
- City of Raleigh
- Town of Cary
- All State and Federal Government Offices, including UNC-Asheville
- Town of Chapel Hill
- Guilford County
- Mecklenburg County
- Orange County



Benefits of a Combined Campaign

- To give City employees the same benefits provided to other public employees in Buncombe County and across the state
- To enhance employee satisfaction and participation in the campaign by better reflecting the diverse needs and interests of employees
- To better meet the needs of employees and the community by bringing support to nonprofits serving the community
- Branding and Community Relations- Companies that offer combined campaigns often brand the campaign (City of Durham 7 Stars, Raleigh Gives)



Frequently Asked Questions

Will a combined campaign open the door to an unmanageable number of requests?

- No – Most public workplaces have campaign criteria that limit participation to federations (groups of charities represented by one organization)
- On average 4 federations meet the criteria of most local government campaigns (United Way, EarthShare, Community Health Charities, and Community Share are most common)

Will expanding choice increase the workload of city staff?

- Not Necessarily - One unified campaign is provided to employees. A participating federation is typically selected to Administer the campaign, develop pledge materials, handle pledge processing, and coordinate campaign activities with city staff. EarthShare NC administers the Raleigh and Cary campaigns.



Request

Recommend that the City Council expand the giving options for employees to include EarthShare North Carolina to better reflect the City employee's interests and community needs.

Recommend the City Council utilize the Combined Campaign federation model to ensure the campaign is efficient for the charities, the employees and the City. EarthShare NC can provide sample regulations from the other local governments referenced.



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